

ABSTRACT

W-type ferrite has improved magnetic properties, in particular, coercive force. A high coercive force (H_cJ) and a high residual magnetic flux density (B_r) can be simultaneously attained by a ferrite magnetic material comprising an oxide having a composition wherein metal elements Sr, Ba and Fe in total have a composition ratio represented by the formula $Sr_{(1-x)}Ba_xFe^{2+}_aFe^{3+}_b$ in which $0.03 \leq x \leq 0.80$, $1.1 \leq a \leq 2.4$, and $12.3 \leq b \leq 16.1$. The ferrite magnetic material can form any of a ferrite sintered magnet, a ferrite magnet powder, a bonded magnet as a ferrite magnet powder dispersed in a resin, and a magnetic recording medium as a film-type magnetic phase. As for the ferrite sintered magnet, there can be attained a fine sintered structure that has a mean grain size of $0.6 \mu m$ or less.